

Access 2011 Customer Satisfaction Survey

February 27, 2012

The Fairfax Research Group

Methodology

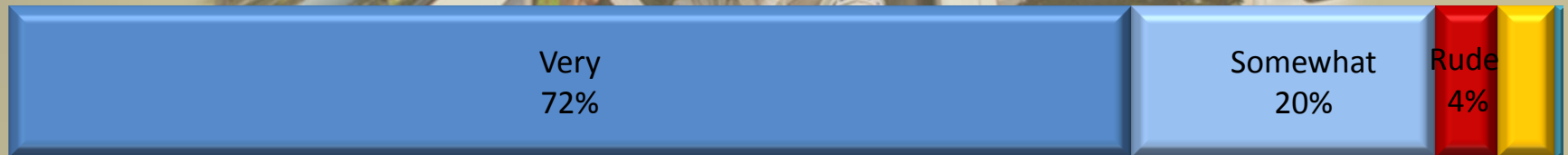
- Telephone survey
- Customers who rode with Access at least once in the previous six months
- Conducted in December 2011
- Scientific sample of 1,204
- Average questionnaire length of 23 minutes
- Sampling error margin of ± 2.8 percentage points

The Driver

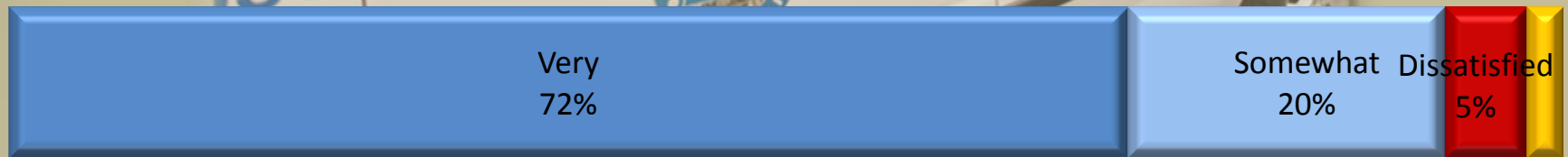
How helpful was the driver?



How courteous was the driver?



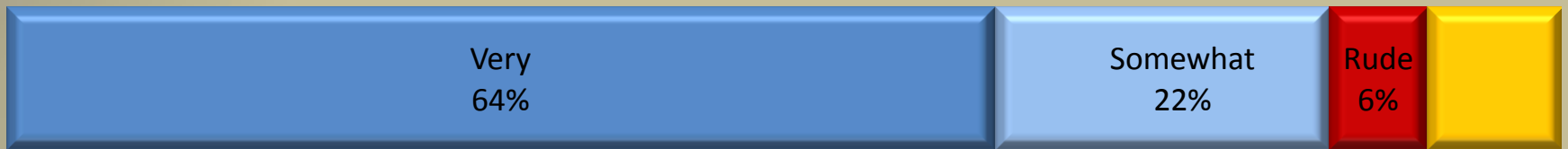
How satisfied are you with the driver?



n=1,204

Reservation Agent

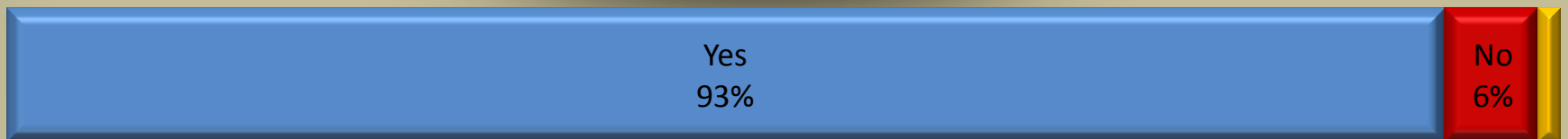
How courteous was the reservation agent?



How satisfied are you with the reservation agent?



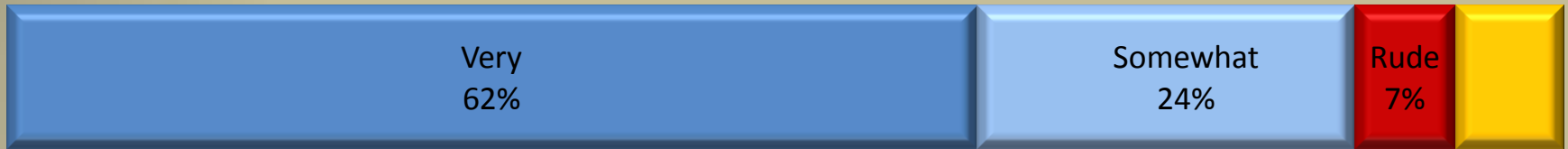
Was the reservation accurate?



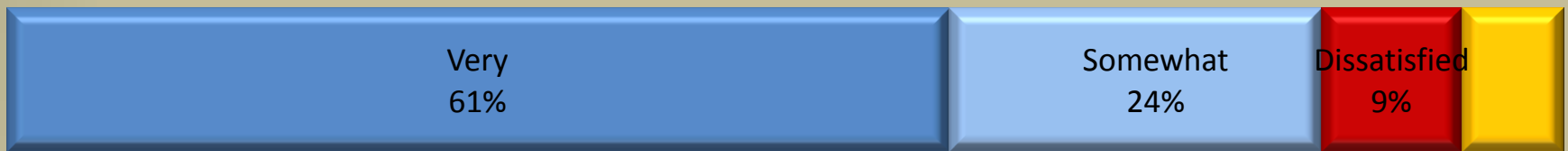
n=1,123

Customer Service Rep

How courteous was the customer service representative?



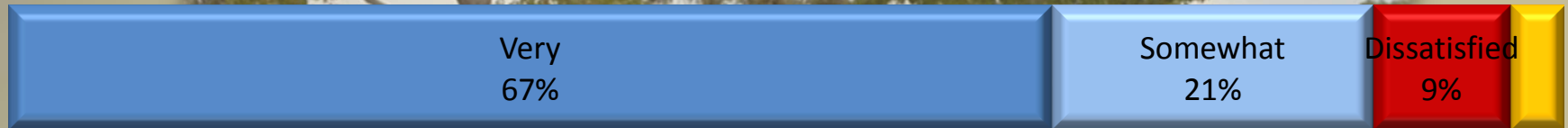
How satisfied are you with the customer service representative?



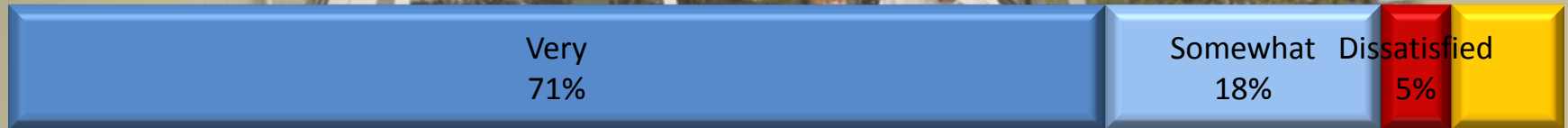
The Vehicle

How satisfied were you with ... ?

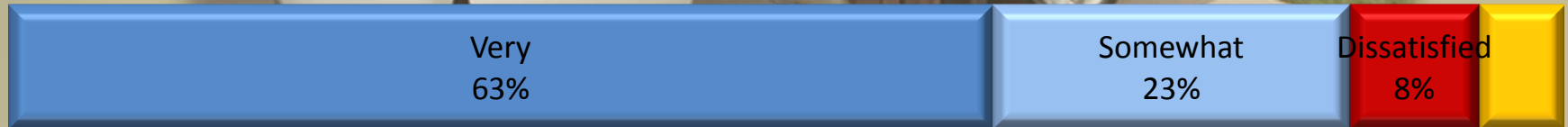
Ride



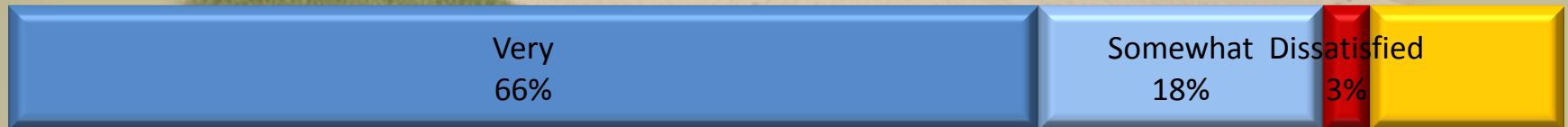
Cleanliness



Comfort

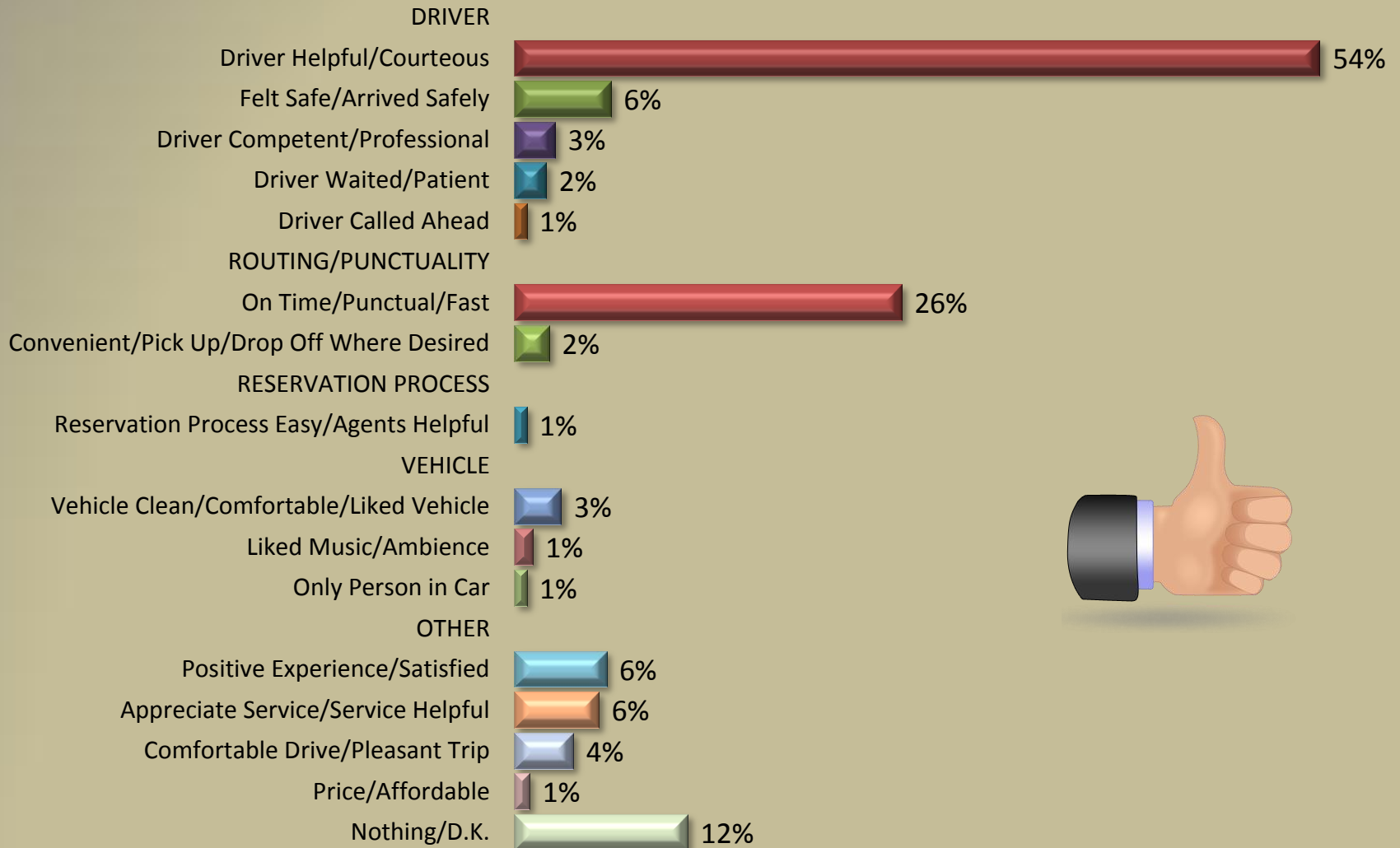


Appearance



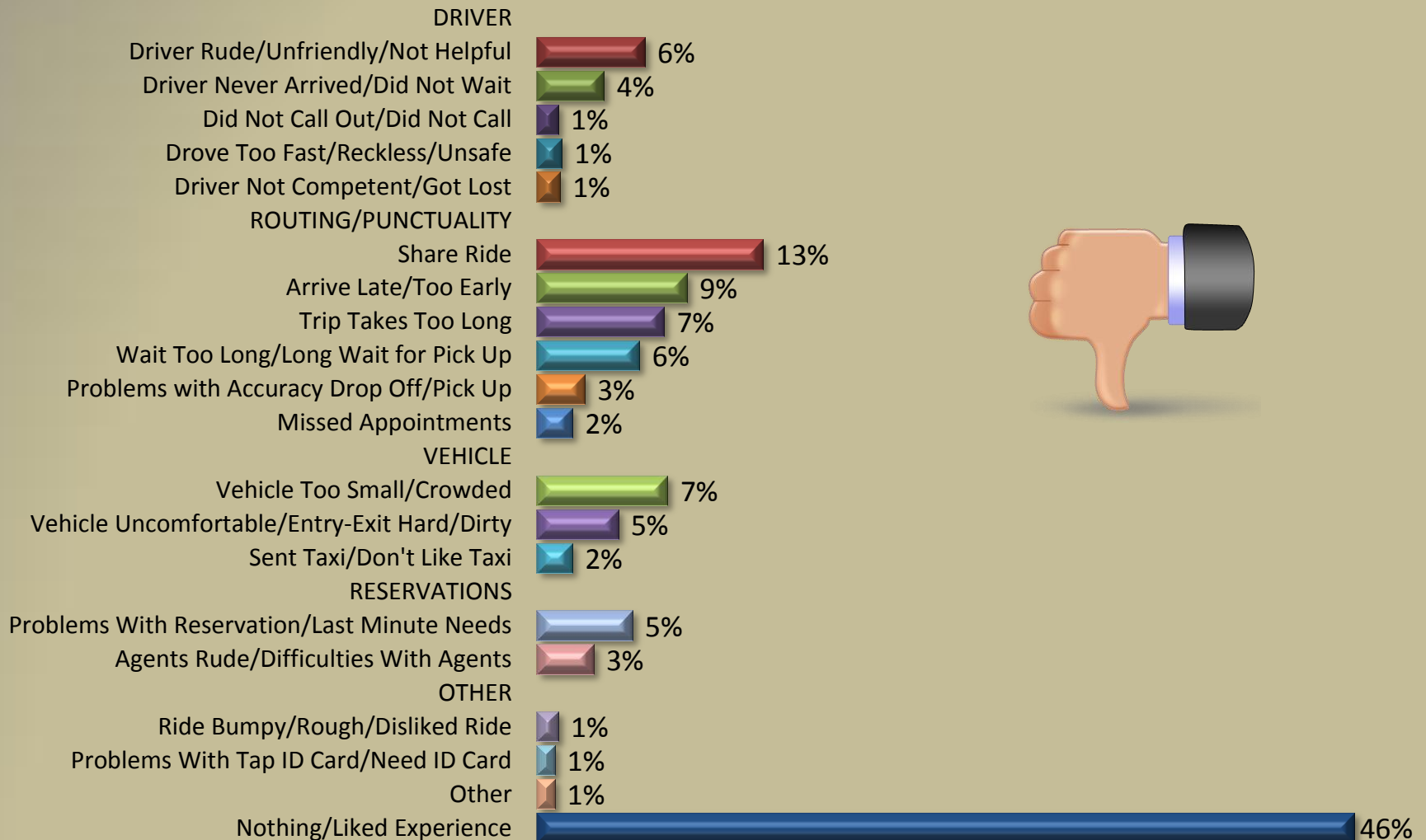
n=1,204

Like Most About Most Recent Ride



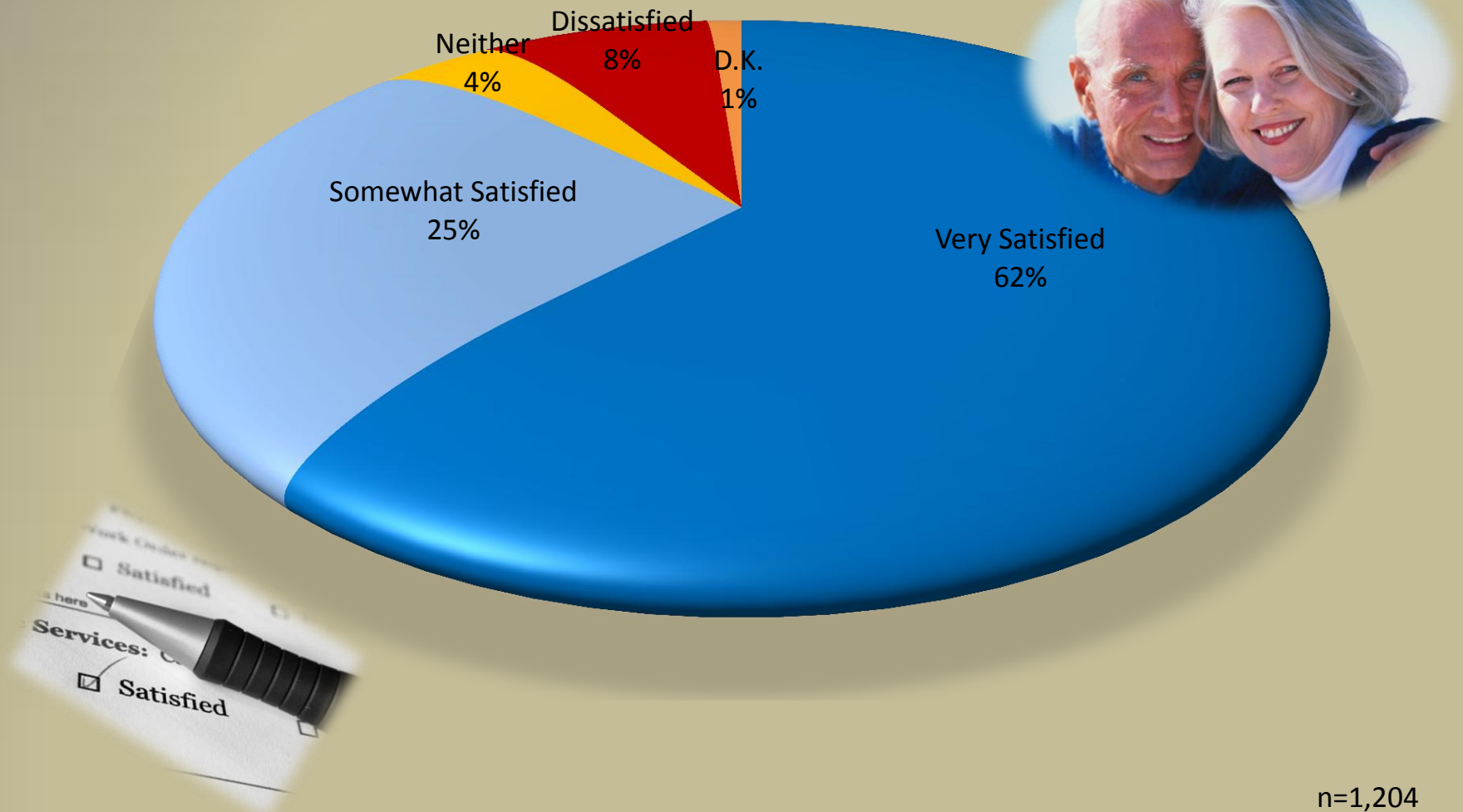
n=1,204

Liked Least About Most Recent Ride

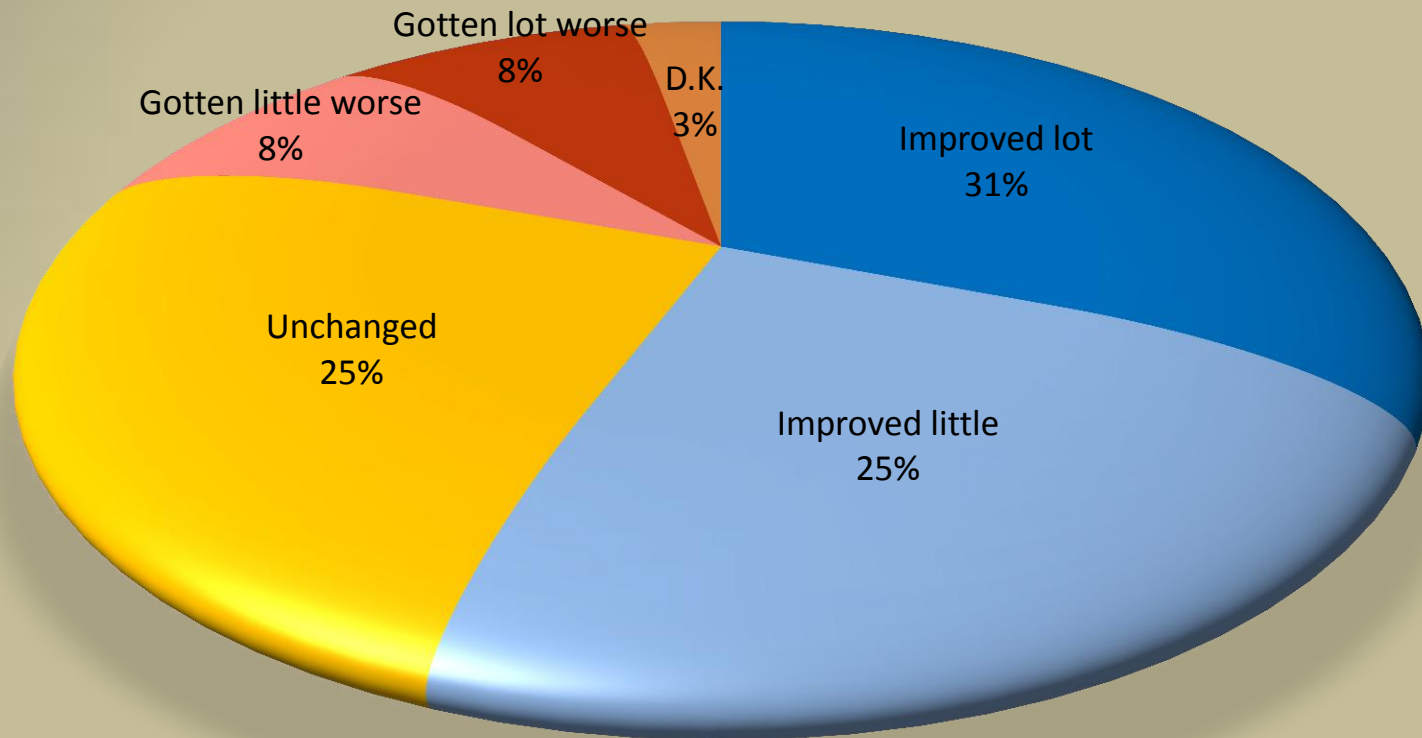


n=1,204

Satisfaction with Total Experience

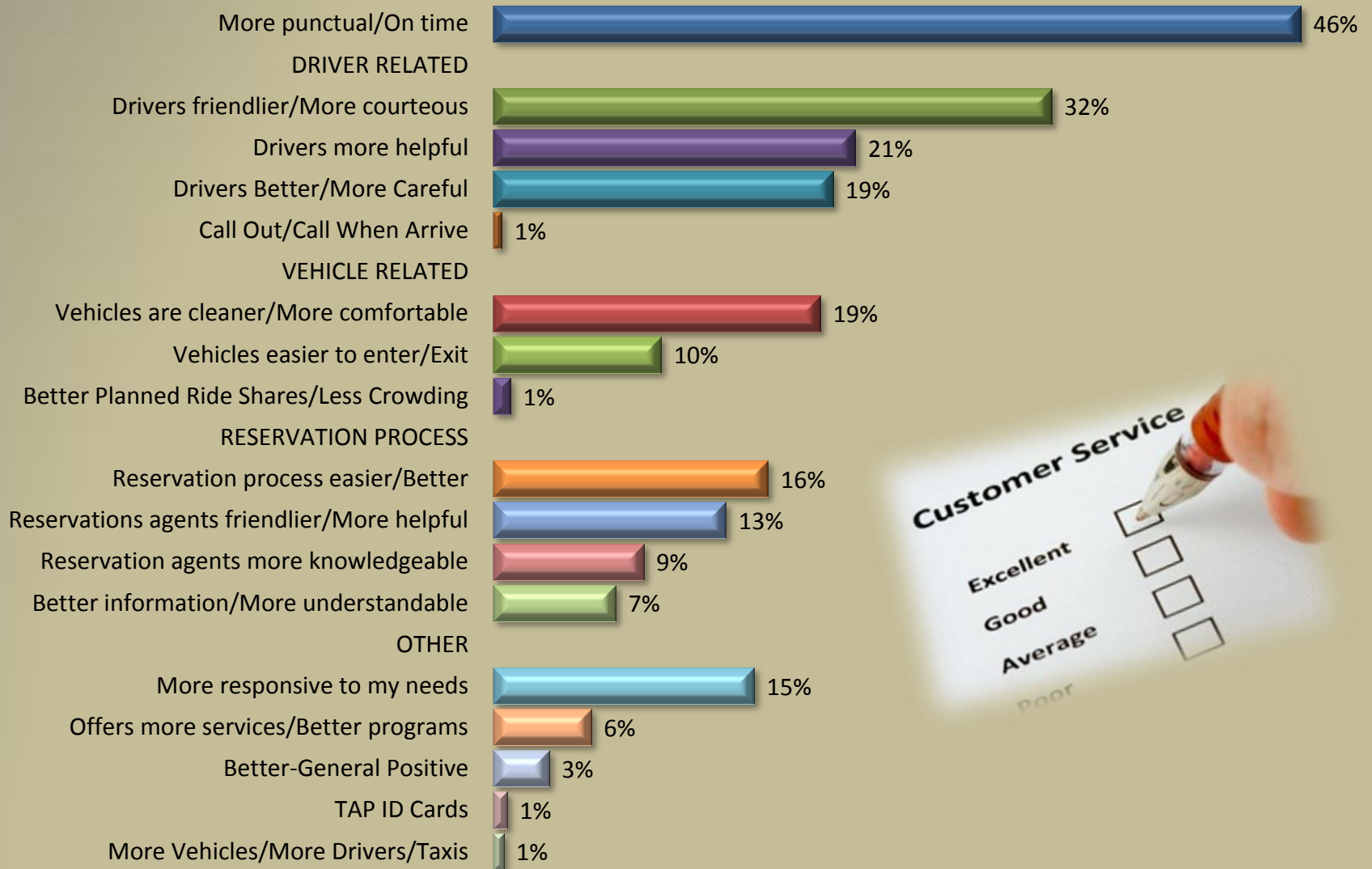


Quality of Service Last 2 Years

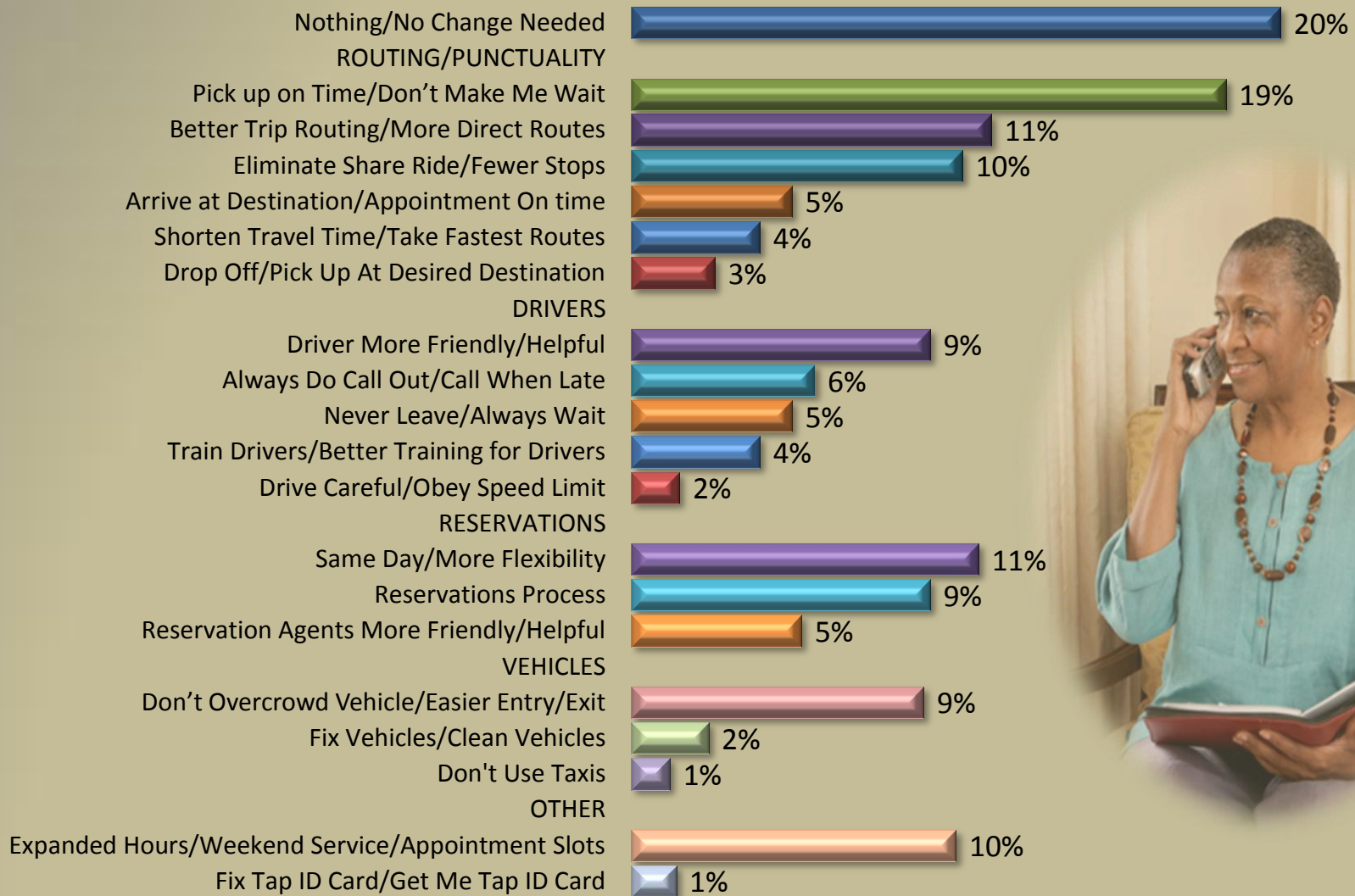


n=1,204

How Service Quality Improved

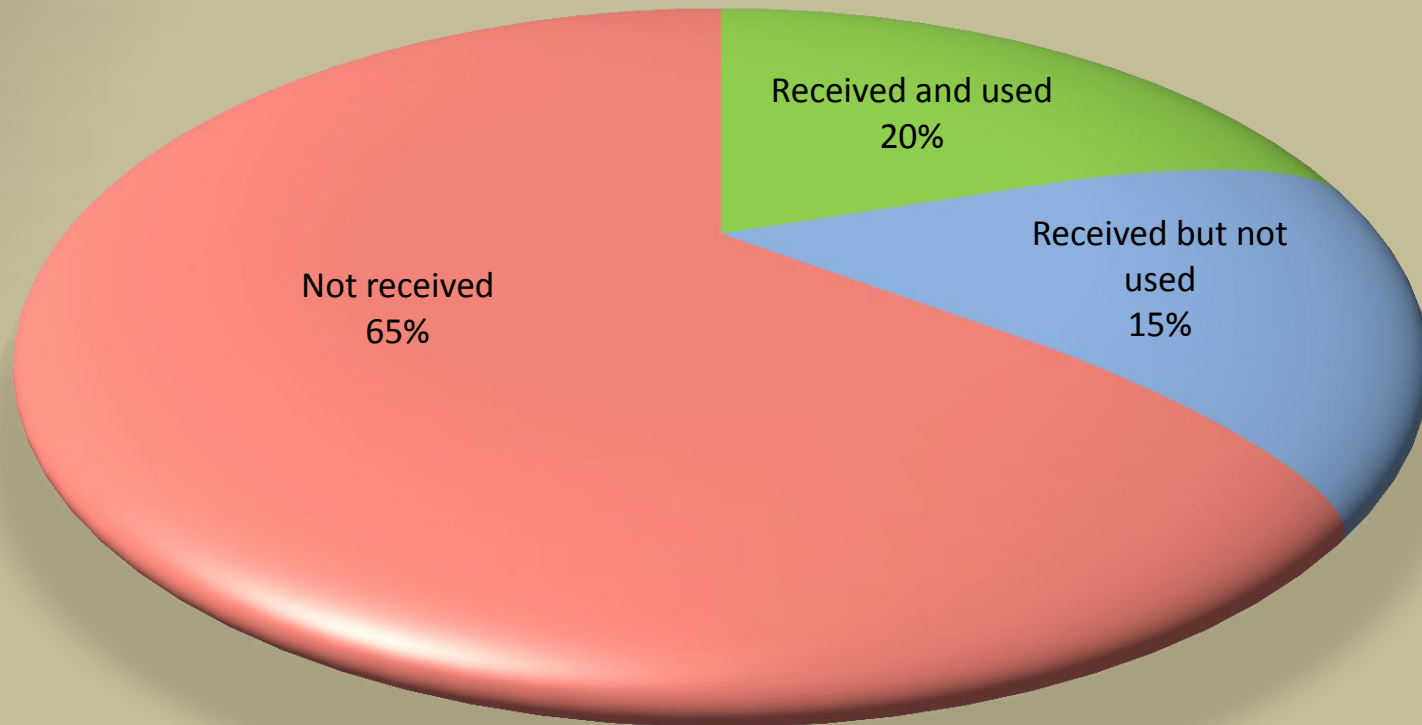


How To Improve Experience



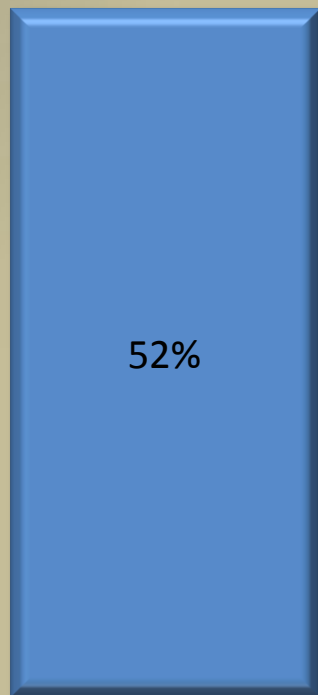
n=1,204

Status of TAP ID Card



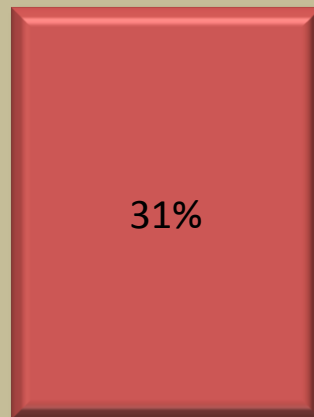
n=1,204

Used TAP ID Card



52%

Ride the bus or rail



31%

Pay your fare on Access Services

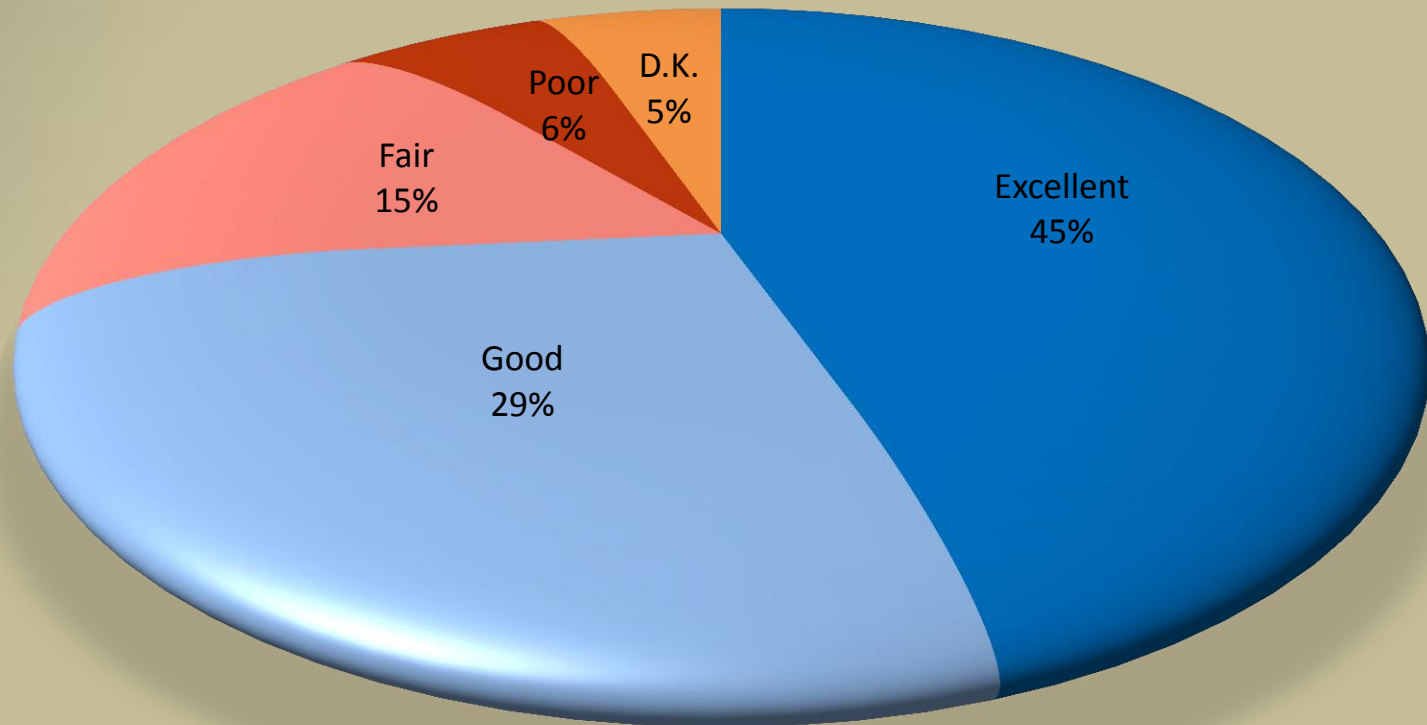


3%

Purchase items other than transit fares

n=241

Rate Experience with TAP ID Card



n=241

Final Thoughts

- Customers are satisfied
- They like and appreciate the service
- They believe it is improving
- They have a few complaints
 - Shared rides
 - Punctuality
 - Reservation flexibility and availability
- A few things to improve
 - On-time pick-ups and on-time delivery
 - More flexibility with reservations, particularly same day
 - Fewer shared rides
- TAP ID Card is still new
 - Needs more time
 - Needs continued marketing and information efforts

Questions ?